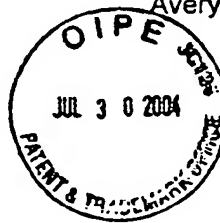


over payment credit to deposit acct. & re charge correct fee.
I hereby certify that on July 30, 2004, which is the date I am signing this certificat, I am depositing this correspondence and all identified attachments with the U.S. Postal Service, as "Express Mail Post Office to Addressee" with postage prepaid, in an envelope addressed to the Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

Express Mail N. EV410064770US

Margie Uribe
Margie Uribe



PATENT

Docket: 11286-01250

Avery No. 3013-US-C1

Repln. Ref: 12/29/2004 KBUTLER 0011465988
Adjustment date: 12/29/2004 KBUTLER
08/05/2004 WABDELRI 00000046 10724282
02 FC:1202

-234.00 OP

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of:

Thomas Wien, James R. Yurchenco, Joseph Li-Hsing Hei, Christopher M. Flink, Kocheng Michael Wu, Anthony Piazza IV, Chase Tyler Thompson, Donald E. Banks, Charles Richard Lewis, Jr., Dana Robert Nicholson, and Jerry G. Hodsdon

Group Art Unit: 1734

Examiner: Sue A. Purvis

Serial No. 10/724,282

Filed: November 26, 2003

For: **LABEL APPLICATOR AND SYSTEM**
(As Amended)

Repln. Ref: 12/29/2004 KBUTLER 0011520900

Mail Stop Amendment
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

AMENDMENT

Sir:

Responsive to the non-final Office Action dated June 16, 2004, and having a shortened three-month response period, please amend the above-captioned continuation application as indicated below.

Amendments to the Claims are reflected in the Listing of Claims, which begins on page 2 of this paper.

Remarks/Arguments begin on page 15 of this paper.

12/29/2004 KBUTLER 00000003 071853 10724282

01 FC:1201 86.00 DA
02 FC:1202 216.00 DA

08/05/2004 WABDELRI 00000046 10724282
01 FC:1201 86.00 OP - 15
02 FC:1202 234.00 OP - 15

Claim 280 claims among other things a pair of flex rims each including an alignment wall having two sides angled relatively to each other along a crease line. This is shown, for example, in FIG. 81. This is not disclosed in the '654 patent to Koch.

Claim 281 was allowed.

Claim 282 was allowed.

Claim 283, in response to the Examiner's inquiry, includes a locator assembly shown for example in FIG. 31 or at 320 in FIG. 11, and a lift post shown, for example, by reference numerals 404 or 340.

Claim 302 includes an outer centering ring, a centering post and a spindle.

The Information Disclosure Statement

It is respectfully requested that the Examiner formally consider the references cited in Applicants' prior Information Disclosure Statement filed on April 8, 2004, and the Supplemental Information Disclosure Statement submitted herewith.

Concluding Remarks

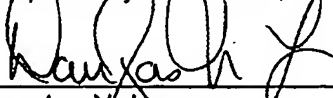
If for any reason the Examiner finds the application other than in condition for allowance, the Examiner is respectfully requested to call Applicants' undersigned counsel at (213) 689-5142 to discuss the steps necessary for placing the application in condition for allowance.

The Commissioner is hereby authorized to charge any additional fees which may be required, or credit any overpayment to Deposit Account No. 07-1853. Should such additional fees be associated with an extension of time, Applicants respectfully request that this paper be considered a petition therefor.

Date: July 30, 2004

SQUIRE SANDERS & DEMPSEY, L.L.P.
801 S. Figueroa, 14th Floor
Los Angeles, CA 90017
Telephone: (213) 624-2500
Facsimile: (310) 623-4581

Respectfully submitted,



Douglas N. Larson
Registration No. 29,401